

VIRGINIA'S
BLUE RIDGE®

2025 MEDIA KIT



Visit Virginia's Blue Ridge is the region's official destination marketing organization. Virginia's Blue Ridge consists of the City of Roanoke at its heart and surrounding communities within an hour radius, including the City of Salem, Botetourt County, Franklin County, and Roanoke County.



We provide information on accommodations, attractions, recreation, events, dining, and more in Virginia's Blue Ridge for convention, meetings, sports, and leisure travelers.

With over 1,500 partnerships in the local business community across multiple industries, Visit VBR aims to attract visitors to experience a metro mountain adventure and discover what makes this region a fantastic place to live, work, and play.

WEBSITE



VISIT VIRGINIA'S BLUE RIDGE DESTINATION WEBSITE - VISITVBR.COM



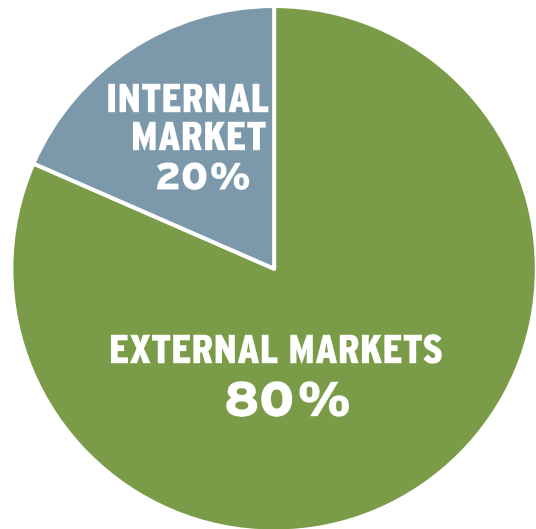
The Visit VBR website is a leading resource for people looking for information about things to do in the region, including special events, attractions, dining, lodging, and recreation. With nearly 80% of traffic to site coming from visitors outside the Roanoke Region, the site offers great exposure to new potential visitors and customers.



75% of traffic to the website is people viewing it on a mobile device

2023 - KEY METRICS

- 1.9 Million Unique Visitors
- 2.4 Million Total Visits
- 1.7 Million Engaged Sessions



FREE OPPORTUNITIES

VIRGINIA'S
BLUE RIDGE®

CALENDAR OF EVENTS

Did you know the calendar of events is repeatedly one of the most visited pages on VisitVBR.com? If you have an upcoming event, submit it to our online calendar or email Holly Marden (hmarden@visitvbr.com) for more information.

Featured Events

FEATURED



Dopapod

January 12, 2024
5 Points Music Sanctuary
1217 Maple Avenue SW
Roanoke, VA 24016

[MAP](#) [DETAILS](#)

VISITVBR.COM LISTING

Is your listing on VisitVBR.com up to date? Be sure your listing, images, copy and amenities are updated for visitors to see! You could be listed in various sections of the website.

VBR PUBLIC RELATIONS PROGRAM

Visit VBR's public relations team continues to promote Virginia's Blue Ridge as a premier travel destination through placements in national and international media outlets. In 2023, Visit VBR helped generate over 350 media mentions for the region in publications such as Southern Living, Garden & Gun, USA Today, AAA World Magazine, Washington Post, Forbes, and The Local Palate. For more information contact Director of PR, Kathryn Lucas (klucas@visitvbr.com) for more information!



UNITED
Hemispheres

TRAVEL+
LEISURE

Southern Living

THE LOCAL
PALATE
FOOD CULTURE OF THE SOUTH

GARDEN & GUN

10
10Best

USA TODAY
Forbes

NorthernVirginia
MAGAZINE

U.S. News
& WORLD REPORT

The Washington Post VIRGINIA

BRANDING KIT

Access our Branding Kit at visitvbr.com/branding or contact Cheryl Morales (cmorales@visitvbr.com) for more information.

VBR E-NEWSLETTER FEATURED PARTNER MONTHLY PROGRAM



Visit VBR sends its monthly e-newsletter to an opt-in database of over 37,000 subscribers. This targeted audience has expressed interest in learning more about the region, and the e-newsletter has an average open rate of over 30%.

\$500

Participant Receives:

- ★ "Featured Header Image"
- ★ **Headline/Title**
- ★ **25-30 Words of Copy**
- ★ **Call to Action Button/Link**

A screenshot of an e-newsletter article from Virginia's Blue Ridge. The header includes the Virginia's Blue Ridge logo and navigation links: LODGING, THINGS TO DO, DINING, OUTDOORS, and BLOG. The main image shows a road winding through a forest with vibrant autumn foliage. Below the image is the headline "When to See Peak Fall Color" and a short paragraph of text. A blue button with the text "2023 Fall Color Schedule >" is positioned below the text. The second image shows a large white star-shaped structure on a hillside with autumn trees in the foreground. Below this image is the headline "Best Fall Color Spots" and another short paragraph of text. A blue button with the text "Best Fall Color Spots >" is positioned below the text.

VIRGINIA'S BLUE RIDGE

AMERICAN EAST COAST MOUNTAIN BIKING CAPITAL

LOGGING THINGS TO DO DINING OUTDOORS BLOG

When to See Peak Fall Color

Forecasts are calling for the Roanoke Region in Virginia's Blue Ridge to experience peak fall color in mid-to-late October. Start planning your trip to see the gorgeous fall foliage in the region as part of your metro mountain adventure.

[2023 Fall Color Schedule >](#)

Best Fall Color Spots

With easy access to the iconic Blue Ridge Parkway combined with over 1,000 miles of trails for hiking, biking, and paddling, there are so many great locations for taking in the beauty of fall in Virginia's Blue Ridge. Check out some of our favorite fall color spots during your next visit.

[Best Fall Color Spots >](#)

VBR E-NEWSLETTER NICHE MARKET PROGRAM



As part of its e-newsletter program, Visit VBR sends quarterly niche e-newsletters to target audiences interested in receiving information about specific topics. The Outdoors, Arts & Culture, and Family Fun e-newsletters are distributed quarterly and offer partners the opportunity to be featured in a more focused, targeted communication.

\$300

Participant Receives:

- ★ "Featured Header Image"
- ★ Headline/Title
- ★ 25-30 Words of Copy
- ★ Call to Action Button/Link

OUTDOORS (17,000+)

February, May, August, December

ARTS & CULTURE (10,000+)

January, April, July, October

FAMILY FUN (8,500+)

March, June, September, November



VBR E-NEWSLETTER *CUSTOMIZED* PROGRAM



The customized e-newsletter option provides partners the opportunity to create a customized e-mail that is distributed to the Visit VBR e-newsletter database of 37,000 subscribers. The partner will have exclusivity in the e-mail content, which can feature images, descriptive copy, and external links to partner websites and social media pages.

\$800

FEATURES:

- ★ **37,000 subscribers**
- ★ **Exclusive Content**
- ★ **Monthly - limited to 1 per month**
- ★ **Expanded opportunities for copy & links**
- ★ **Tracking Report & Analytics**



Salem Fair - June 29 - July 10 - Salem Civic Center

It's almost time for the return of the [Salem Fair](#) - the largest fair in Virginia and a beloved annual summer tradition in Virginia's Blue Ridge! The fair has been recognized as one of the top 100 fairs and expositions in the country.

The [2022 Salem Fair](#) takes place June 29 through July 10 at the Salem Civic Center, offering two weeks of fun and entertainment.



To help you make the most of your visit, take advantage of special [Hotel Packages](#), offering overnight accommodations at nearby hotels and special unlimited ride passes. [Salem Fair Hotel Specials >](#)

From live music and entertainment to thrilling rides and classic carnival food, don't miss this signature experience in the Blue Ridge Mountains.

VBR E-NEWSLETTER LOCAL FEATURES PROGRAM

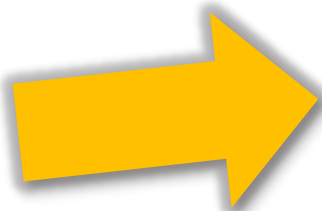


Local Features are a quick, easy, and cost-effective way to be featured in Visit VBR's popular monthly e-newsletter, which has over 37,000 subscribers and an average open rate of over 30%. The partner will have the opportunity to provide copy and an external link.

\$100

FEATURES:

- ★ 37,000 subscribers
- ★ Average open rate over 30%
- ★ 40-50 characters of copy
- ★ Link to external URL



Top 5 Winter Activities in Virginia's Blue Ridge

Turn the Roanoke Region in Virginia's Blue Ridge into a winter wonderland for your next vacation. There are beautiful views to be discovered along the amazing hiking & mountain biking trails, and lots of indoor activities to keep everyone entertained. You'll also find many cozy spots for a romantic getaway with your special someone.

[Top 5 Winter Activities >](#)

UPCOMING EVENTS

Downtown Roanoke Restaurant Week Various Restaurants Through January 25	WDSJT's Elmwood on Ice Elmwood Park Through January 26	Will Overman & John Baumann The Spot on Kirk January 26
Bad Plays Gone Wrong Atlix Productions - Fincastle January 26 - February 4	51'15 7th Anniversary - The Dead Reckoning 51 Public Music Sanctuary January 27	Forever 5 & 10 Mile Trail Races Jefferson National Forest January 27
Cirque Mechanics Music Arts Center at Virginia Tech January 31	Foy Vance w. Bonnie Bishop Harvold Performance Center February 1	Roanoke Rail Yard Dawgs Hockey Siegfried Center Various Dates

[SEE MORE EVENTS](#)

LOCAL FEATURES

Latest News from VBR Twenty24 Cycling Team

Southern Living Features the Roanoke Star

The Roanoker Magazine Spotlights Hidden Gems

Blue Ridge Outdoors: A Day in VBR

VA Business: Renovating Roanoke's 'Grand Old Lady'

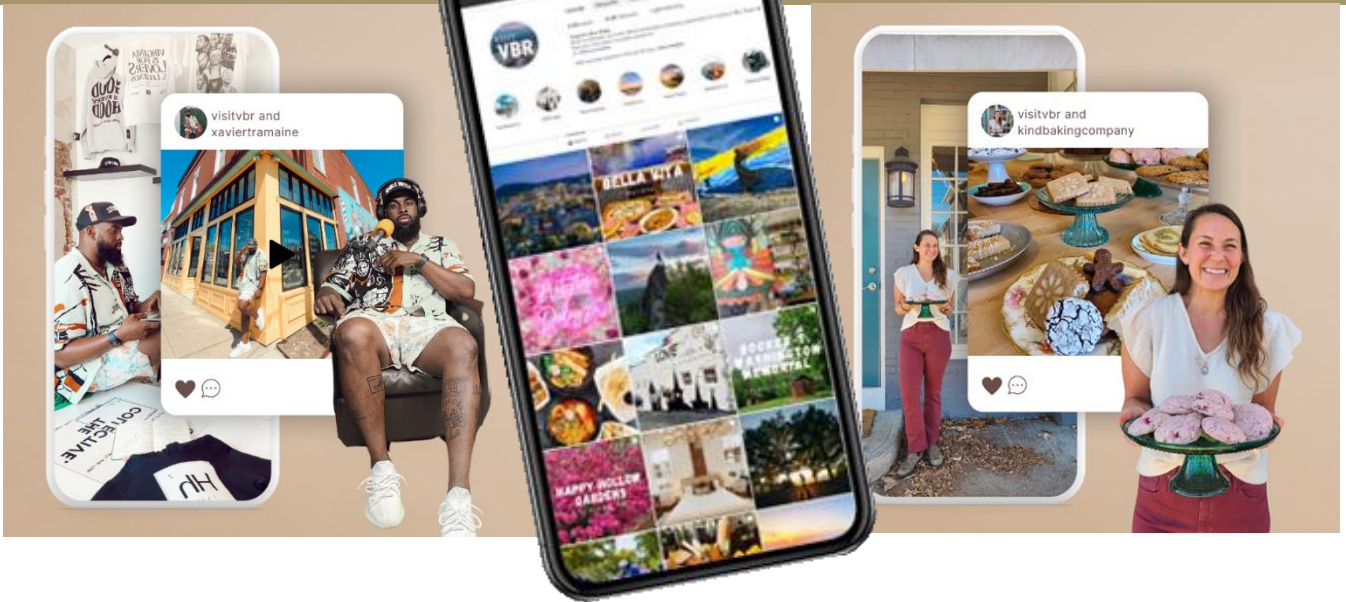
VBR FEATURED SOCIAL MEDIA CONTENT



**Get featured on our popular Instagram and Facebook pages!
Collectively, our pages have over 240,000 followers!**

**PRICING STARTS AT
\$500**

METRO MOUNTAIN ADVENTURES
on Facebook & Instagram



Participant Receives:

- ★ A brief consultation with our Social Media Manager to determine what kind of custom content will be created to best show off your offerings
- ★ Customized content creation
- ★ A share to our Facebook and Instagram Stories with your custom content
- ★ A post on both our Facebook and Instagram pages, with a tag to your Facebook account and a collaborator tag to your Instagram account (a co-publishing feature that will allow the content to appear on your Instagram account, too!)

VBR BLOG POST / SPONSORED CONTENT



The Visit VBR Blog is one of the most popular sections of the Visit VBR website. A featured blog post is a unique way to expand your presence on the destination website and gain additional exposure for your business.

\$500 LIMIT 1 PARTNER PER MONTH

FEATURES:

- ★ Visit VBR will assist in helping craft a relevant, professional blog post that represents you in a positive way.
- ★ Provides long-term value for Search Engine Optimization (SEO)
- ★ Content will display as a result in the Visit VBR internal site search tool
- ★ The blog post will have a unique URL that can be utilized for sharing on social media platforms and linking from other websites.

6 Fun Experiences with Starr Hill Brewery in Roanoke

Tuesday, August 27, 2019 4:00 PM by Visit Virginia's Blue Ridge



Since opening its doors in fall 2017, the Starr Hill Pilot Brewery & Side Stage in Roanoke has been an integral part of the craft beer scene in Virginia's Blue Ridge.

Roanoke Rail Yard Dawgs: Hockey in Virginia's Blue Ridge

Monday, November 13, 2023 7:00 AM by Visit Virginia's Blue Ridge



When it comes to hockey, Virginia might not be the first place that comes to mind. But tucked away in the heart of the Blue Ridge Mountains is the [Roanoke Rail Yard Dawgs](#), a team that's been making a name for itself in the world of professional ice hockey.

With over 32 years' experience, VistaGraphics has its roots in hospitality publishing with our first Visitors Guide in 1985. We have evolved to meet the changing demands of the marketplace with a broad platform of digital and print solutions. Our goal with all clients is to understand the expectations and then work to exceed them. VistaGraphics and VistaDigital continue to deliver exceptional products and results to partners across Virginia and the mid-Atlantic.

PROGRAMS

Virginia's Blue Ridge Visitor's Guide

★ STARTS AT \$1,900

Visitor's Guide Featured Article

★ STARTS AT \$3,800

Virginia's Blue Ridge Map

★ STARTS AT \$900

Digital Programs

Virginia's Blue Ridge E-Mail Marketing Cooperative

★ STARTS AT \$500 - ONLY 12 SPACES

Programmatic Digital Advertising

STARTS AT \$720 PER MONTH

Streaming Digital Advertising

STARTS AT \$1,800 PER MONTH



BLUE RIDGE OUTDOORS

VIRGINIA'S
BLUE RIDGE®

TOP VIEWS FROM YOUR TOP ADVENTURE TOWN

ROANOKE WON BEST PLACE TO RAISE AN OUTDOOR FAMILY IN THE ANNUAL BLUE RIDGE OUTDOORS "BEST OF THE BLUE RIDGE" CONTEST

CONGRATULATIONS TO THESE BEST OF THE BLUE RIDGE BUSINESSES IN VIRGINIA'S BLUE RIDGE:

Best Overlook Hickie Knob	Best Golf Course Knoxview Hills
Best Public Lands/National Park Blue Ridge Parkway	Best Gym River Rock Climbing
Best Running Event The Blue Ridge Marathon	Best Drink Get Best IPA, Roanoke Brewing Company!
Best Vacation Carliner Clinic, Roanoke, VA's Virginia Blue Ridge	Best Lake Smith Mountain Lake
Best Outdoors Store Wild About Outdoors and Best Gear	Best Hatt Guide Company Wild About Outdoors
Best Hiking Trail Hickie Knob	Best Lodging Roanoke Inn, Roanoke
Best Trail Smith Mountain Lake Trail	Best Restaurant Florida County Store
Best Fishing Spot Upper James River Water Trail	Best Dish Grog & Burger, Jack Brown's

Blue Ridge Outdoors is the leading monthly outdoor lifestyle magazine in the Southeast, with 85,000 total monthly circulation. Readers are devoted travelers and adventures, who spend their free time hiking, fishing, biking, boating, and exploring new destinations

Open for Cost-Savings Co-op Opportunities.
Call to Discuss!

EDITORIAL CALENDAR

- February Fishing | Running
- March Family | Lodging
- April 30th Anniversary Issue
- May Festivals & Music | Camping
- June Road Trips
- July Paddling | Water Adventures
- August History
- September Biking
- October Hiking & Backpacking
- November Top Adventure Towns
- December Explore Winter
- January Best of the Blue Ridge | Wellness

A PLETHORA OF PATHS IN HENRY COUNTY, VA

Nestled in the heart of Southern Virginia, Henry County boasts outdoor adventures in a network of scenic trails, all within a 100-mile radius. Whether you're looking for a challenging hike or a peaceful walk, the county offers a variety of options. Discover hidden gems, take in the views, and enjoy the outdoors in this beautiful region.



THE SMITH RIVER
The Smith River Trail System is a 10-mile trail system that winds through the heart of Henry County, Virginia. It offers a variety of hiking options, from easy walks to challenging hikes. The trail is well-maintained and offers stunning views of the surrounding landscape.

ROCKY MOUNTAIN
The Rocky Mountain Trail is a 10-mile trail system that winds through the heart of Henry County, Virginia. It offers a variety of hiking options, from easy walks to challenging hikes. The trail is well-maintained and offers stunning views of the surrounding landscape.

THE BLUE RIDGE
The Blue Ridge Parkway is a 469-mile scenic road that winds through the heart of the Blue Ridge Mountains. It offers a variety of hiking options, from easy walks to challenging hikes. The parkway is well-maintained and offers stunning views of the surrounding landscape.

THE SHENANDOAH
The Shenandoah National Park is a 100,000-acre park that offers a variety of hiking options, from easy walks to challenging hikes. The park is well-maintained and offers stunning views of the surrounding landscape.

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ICONIC TRAILS IN VIRGINIA'S BLUE RIDGE

Virginia's Blue Ridge is home to some of the most iconic trails in the Southeast. These trails offer a variety of hiking options, from easy walks to challenging hikes. The trails are well-maintained and offer stunning views of the surrounding landscape.

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FOR FACTS
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VIRGINIA BUSINESS- VIRGINIA MEETING & CONFERENCE PLANNER



This special section is bound in the October issue of Virginia Business, reaching over 27,500 businesses, professional and government leaders in Virginia; including pass-along, reaching over 75,000 individuals.

In addition, it is printed as a stand-alone piece and distributed at the VSAE Fall Educational Symposium & Expo in Richmond, reaching a prime audience of Virginia association and corporate meeting planners.

\$700

PLAN A METRO MOUNTAIN MEETING IN VIRGINIA'S BLUE RIDGE

- ★ OVER 1,000 MILES OF TRAILS
- ★ ACCESSIBLE BY AMTRAK
- ★ WALKABLE DOWNTOWN
- ★ TWO CONVENTION CENTERS
- ★ VBR MEETING INCENTIVE PROGRAM



For more information, contact
Rachel Baxley at rbaxley@visitvbr.com

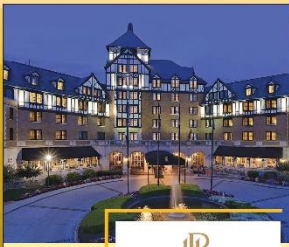


VISITVBR.COM



PARTICIPANT RECEIVES:

- ★ 1 Image
- ★ Phone Number & Website
- ★ Participant description in the editorial section



The Hotel Roanoke & Conference Center,
Curio Collection by Hilton
(540) 985-5900 • HotelRoanoke.com



The Inn at Virginia Tech and Skelton
Conference Center
(540) 231-8000 • InnatVirginiaTech.com

virginia BUSINESS

2025 VIRGINIA TRAVEL GUIDE

VIRGINIA'S
BLUE RIDGE®

Be a part of Virginia's primary fulfillment piece.
The Virginia Travel Guide is used by 1 Million+ Travelers!

\$750

PARTICIPANT RECEIVES:

- ★ Free Listing
- ★ Access to Leads
- ★ Includes Digital Guide

Reach millions of visitors planning their Virginia vacations. Put the power of Virginia's marketing campaign to work for you! Synergy & research drive the Travel Guide like never before. Engage the Virginia visitor with the interactive digital edition.

- Print Distribution= 500,000
- Every page of Virginia.org Promotes the Travel Guide.

ROANOKE STAR ON MILL MOUNTAIN

VIRGINIA'S BLUE RIDGE
THERE'S STILL ADVENTURE OUT THERE
VISITVIR.COM

PLAN YOUR ADVENTURE

VIRGINIA'S BLUE RIDGE

AMERICA'S EAST COAST MOUNTAIN BIKING CAPITAL

.... LIVE YOUR METRO MOUNTAIN ADVENTURE IN VIRGINIA'S BLUE RIDGE

 The Hotel Roanoke & Conference Center, Curio Collection by Hilton (540) 985-9100 HotelRoanoke.com	 The Inn at Virginia Tech and Skilton Conference Center (540) 231-8000 InnAtVirginiaTech.com	 The Liberty Trust (540) 219-5100 LibertyTrustHotel.com	 Taubman Museum of Art (540) 342-5700 TaubmanMuseum.org
 Lunch on the Trail, then dinner, drinks and lodging in Historic Downtown Salem. VisitSalemVa.com	 The Loft at Downtown Salem (540) 525-3206 TheLoftAtDowntownSalem.com	 Siskland Farms - Premier Event Venue (540) 392-6642 SisklandFarms.com	

WHAT DO YOU NEED FROM YOUR DIGITAL PROGRAM?

- GET YOUR BRAND MESSAGE IN FRONT OF A LARGE **VISITOR AUDIENCE**
- REDUCE ADVERTISING WASTE BY **TARGETING QUALIFIED PROSPECTS** WHO ARE READY TO SPEND
- SEW YOUR MARKETING MESSAGE INTO **CONTENT THAT ALIGNS WITH YOUR BRAND VALUES** & THAT YOUR CUSTOMERS TRUST
- A **FLEXIBLE PROGRAM** THAT MEETS YOUR MARKETING + BUDGET GOALS
- **ASSISTANCE WITH CRAFTING CONTENT** THAT WILL TURN PROSPECTS INTO CUSTOMERS
- **NO-COST UPDATES TO YOUR CONTENT CREATIVE** TO ALIGN WITH YOUR MESSAGE WITH YOUR CURRENT MARKETING CAMPAIGNS
- **REAL DATA INSIGHTS** ABOUT YOUR PROGRAM'S PERFORMANCE SO YOU CAN MAKE SOUND BUSINESS DECISIONS

NEXT STEPS

EMAIL A CONSULTANT

Advertising@DTNads.com

PLACEMENT SAMPLE PAGE

VisitVBR.com/DTN-Placements

DIGITAL MEDIA KIT

VisitVBR.com/DTN-Media-Kit

ON THE WEB

DestinationTravelNetwork.com

YEAH, WE DO THAT.



**DESTINATION
TRAVEL
NETWORK**

A DIVISION OF SIMPLVIEW



VIRGINIA'S
BLUE RIDGE®

ADVERTISING CONTACT



**For more information or questions
about advertising please contact:**

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Director of Community Relations
cmorales@visitvbr.com
(540) 342-6025 ext. 126

